

The following is a user guide for an electronic advertising system according to one embodiment of this disclosure. Details of this embodiment will become apparent in light of the attached images of computer screenshots.

Product Overview

eAdStudio, a product of eComSystems, Inc., is a user-friendly and efficient electronic advertising system that provides the easiest and fastest way to develop and produce professional advertising materials. Combining ad layouts, graphics and information with point-and-click online navigation, users worldwide are experiencing the ability to create market-specific custom advertising with unparalleled flexibility and ease.

Using the technology available through the Internet, AdStudio gives you the power and control to quickly develop, proof and electronically deliver materials for final production and distribution. eAdStudio provides the ability to advertise what, when and how to most effectively impact your customers. It creates efficiency to spend more time taking care of customers and running your business.

eAdStudio eliminates planning months in advance, waiting for proofs, working with graphic artists and incurring expensive design charges and change fees. EAdStudio is your single source solution for producing all your integrated marketing and communication materials.

For more information, visit us online at www.eAdStudio.com

Accessing The Internet

To use eAdStudio, you will need a computer and an Internet connection. An Internet connection may be a dial-up connection or high-speed connection such as a DSL or cable connection. To secure an Internet connection, it is necessary to establish an account with an Internet Services Provider (ISP). There are many ISPs to choose from offering a range of services and price ranges. To identify which ISP may be right for you, consult your local computer specialist or corporate program administrator.

Upon selecting an ISP, you will be provided with instructions for installing any necessary computer software and connecting your computer to the Internet. Once the initial set up has been completed, you may access the Internet.

To access eAdStudio, you will need either Microsoft Internet Explorer or Netscape Internet browsers. These browsers can be downloaded at www.Microsoft.com or www.Netscape.com. Please review system requirements for complete hardware and technical information. For more information relating to accessing the Internet, contact your advertising program administrator or contact us and an eAdStudio representative will be happy to assist you..2

Logging In

Every eAdStudio user will need to log in to the system with a unique identifying number, user name and password through a log in site. To obtain login information, you must register to use the eAdStudio system. If you have already done so, you may access the eAdStudio login screen on the Internet by following the link from your company's website. If a link is not provided, contact your corporate advertising program administrator for the site address. Upon accessing the site, simply enter your user information and click on the "Log In" button.

If you have not registered for eAdStudio, contact your corporate advertising program administrator to do so. You may also register by completing and returning the eAdStudio registration form. For further information, please contact your advertising program administrator or your eAdStudio representative.

Upon logging in, you will reach a welcome screen confirming your user name. From this screen,

you can choose to develop an ad, generate reports, view archives, download ads, order products or access other functions that may be provided through your eAdStudio program. You can also learn more about the program at any time by clicking on the "Help" icon located at the right side of the navigation bar near the top of the screen.

Selecting An Ad

To begin developing an ad, move the cursor on your computer's screen with your mouse, touch pad, or other device, to the "Menu" icon located at the top left-hand corner of the eAdStudio navigation bar. The eAdStudio navigation bar will be located across the screen, under the program heading or logo. This navigation bar should not be confused with your Internet browser menu located above the window at the very top of the screen. Upon moving your cursor to the "Menu" icon, a drop down menu will appear revealing options for various types of ads that can be created with eAdStudio.

Developing a Circular Ad

You may choose to develop a circular ad, which may be used as a newspaper insert or a direct mail ad. Circulars may be pre-merchandised through your corporate program on a periodic basis to include seasonal items, special buys, and suggested retail prices. To develop a circular, position the cursor over the "Circular" option. A drop down menu will appear from which to select the date of the circular you wish to develop.

Ad Deadlines

Some ads, such as circulars, require the services of a commercial printer for production. Therefore, it is necessary to require a deadline in order to schedule printing and distribution for these types of ads. An ad deadline is the date on which your ad needs to be published. (Refer to "Publishing An Ad" for further information).

When you choose to develop a circular or similar ad, a menu will appear displaying all of the dates for which you may produce a circular. To make a selection, move your cursor to the date corresponding to the circular you wish to create, then click.

To develop and customize an ad, refer to the "Customizing An Ad" section..3

Developing Flyers, Newspaper Ads or Other Ads

Ads such as flyers, newspaper ads, newsletters, post cards, coupon pages and other ads can be developed as needed at any time with eAdStudio*. Because you are in control of the entire process, you can develop, publish, print and distribute a professional ad in just minutes! For example, with eAdStudio, it's possible to create an ad at 11:00pm, email the file along with the quantity and other instructions to a quick print service (most are operational 24-hours-a-day), and pick up your professionally designed and printed flyers, prospectus, or product sheets on the way to the event at 7am the next morning.

To select an ad, move your cursor to the "Menu" icon located on the menu bar, then scroll down to the desired ad option within the drop down menu. Follow the arrows to your final selection, then click.

Creating And Developing a New Ad

If selecting a flyer or similar ad, move your cursor to the "Create New" option to begin a new ad or to an existing ad, then click. Each time you select "Create New", the system saves and stores that ad until published. Unpublished ads are listed for your selection below the "Create New" option identified by a name or ad date. These ads can be accessed at any time and developed until complete and ready for publishing.

Naming an Ad

You may choose to name an ad you are developing to make it easy to identify, categorize and recognize an ad. Once you have begun a new ad and are viewing the ad on the

screen, the ad name will be displayed as "untitled" just above the menu bar on the left portion of the screen. Move your cursor to "untitled", then click. A pop-up window will appear allowing you to enter a custom name for that ad. After typing the new ad name, click "OK". The name will be changed above the menu bar. The name will also identify the ad when making a selection from the "Menu".

Starting From an Existing Ad

You may also choose to develop an ad from a previously published ad. This is helpful when advertising core products that rarely change or when wishing to reproduce an ad with only minor changes.

To do so, move your cursor to the "Create New" selection, then to the "Start From Existing" option and click. A list of archived ads will be displayed allowing you to choose to begin your new ad from one previously published. Move your cursor to the name of the ad you wish to access, then click. The ad will appear, allowing you to rename the ad and make changes.

To develop and customize an ad, refer to the "Customizing An Ad" section.

Ad Area Boxes

If you choose to develop an unmerchandised ad, boxes will be used to identify customizable ad areas. If developing a color ad, you will be presented with an ad template containing colored boxes indicating customizable ad areas. A dark blue box indicates a product or text ad area; green is a custom text area; red is a theme area; light blue represents an ad date area, dark yellow is an article title, and light yellow is article text. A blue area with a white grid pattern represents a grid ad area. A black and white ad will show these same boxes in gray scale.

Other colors may be used to identify custom ad areas for specific programs. Contact your corporate program administrator or an eAdStudio representative for further details.

To develop and customize any ad, refer to the "Customizing An Ad" section.

* eAdStudio programs may vary for each client depending upon specific needs. Check with your corporate program administrator for details on which types of ads may be available through your program.

Customizing An Ad

eAdStudio provides the quickest and easiest way to change, proof and produce custom advertising materials available today. Text, graphics, product images, information, themes, headlines, ad dates and more can be modified in real time to make each ad uniquely yours.

Ad Sale Date

Sale dates are used to identify a sale length or good thru period. To customize a sale date, move your cursor to the ad date area of the advertisement, then click. A pop-up menu will appear offering options to customize the date in several formats. To select an option, simply click on the button next to that option, then enter the corresponding date information.

The top option allows you to leave the date blank, eliminating any reference to a sale period.

The second option provides a definable "Good From" and "Thru" sale period. To change the "Good From" date, move your cursor to the "Good From" window and click. Next, type in the beginning sale date in month/day/year format. To check on a date, click on the calendar icon at the right of the window. A calendar of the current month will appear allowing you to view future dates. You can review or preview other months by clicking on the arrows at the top of the calendar window. Once you have selected a date, simply click

on that date to insert it into the "Good From" window. Follow the same procedure to enter a "Thru" date.

The third option allows you to identify a "Good Thru" date. This option signifies that the sale begins upon receipt of the advertisement and runs thru the date you select. To customize the "Good Thru" date, follow the same steps outlined above.

The last option allows you to select an "Ad Good For" a sale date. To customize this option, move your cursor to the "Ad Good For" window and click. Use your cursor to scroll up or down to highlight a number representing the desired ending sale date, then click. To apply the customized sale date to the advertisement, click "OK". Or, to return to the ad without making a change to the sale date, click "Cancel".5

Theme

An ad may contain a picture or an image to designate a theme. These themed images may be photos, graphics or words for seasons, events, or holidays. eAdStudio contains a library of themes from which to select.

To select or change a theme, move your cursor to a theme area, then click. A new window will display all of the themes available for that specific area or ad. To choose a graphic to use as a theme, scroll up or down to view items on the page or navigate to other pages containing additional themes by moving your cursor to the top or bottom center portion of the screen. There you will find the number of themes shown on the current page, the total number themes of available, and navigation to other pages. Click on "Previous Page", a page number, or "Next Page" to view all of the themes.

To apply a theme to an ad, move your cursor to the image of the desired them, then click. The screen will return to the ad with your theme selection in place.

Custom Text Areas

Customer focused information is a key to any ad. eAdStudio features custom text areas to communicate directly with a target audience. These text areas can be customized to highlight products or services, used as a headline, or modified to communicate market-specific information.

To change a custom text area, move your cursor to any text area and click. A pop-up menu will appear allowing you to modify or create a text message. Move your cursor to the text window, highlight any existing text you wish to change, then type your new information.

To apply your custom text, click "OK". Or, to return to the ad without making a change to the text area, click "Cancel".

Product Information

The primary function of any ad is to display products, pricing and other information to motivate customers to make a purchase. The ability to advertise the right product with the right price in reaction to market conditions; competitive situations and environmental issues can mean the difference between success and failure.

One of eAdStudio's extraordinary benefits is the ability to change product information in real time. This allows you to react quickly to the market, to be the first to offer the new deal, or to wait until the last possible moment to set your price before producing an ad.

To change product information, move your cursor to the product you wish to modify, then click. A pop-up menu will appear with options for the following:

Editing The Price Only

Selecting the "Edit Price Only" option allows you to expressly change the numbers associated with a price. To do so, move your cursor to the "Edit Price Only" option.6

on the pop-up menu, then click. A new pop-up window will appear displaying a "0". Move your cursor to the window, highlight the "0", then type in the desired price. When entering a price, use a decimal (".") to separate dollars from cents. It is not necessary to enter a currency symbol, such as "\$", before the numbers. To apply the edited price to the ad, click "OK". Or, to return to the ad without making a change, click "Cancel".

Editing Product Information

Selecting the "Edit Information" option allows you to edit all of the information related to a product or other type of ad. To edit this information, move your cursor to the "Edit Information" option in the pop-up window, then click. A new pop-up menu will appear displaying tabs for editing price, product description, product title, logo and picture.

Price

The "Price" tab will always appear in front as it is generally used most often. To enter a new price, move your cursor to the "Price" window near the top of the tab, click within the window, then enter the desired price. To edit an existing price, move your cursor to the window, highlight any existing numbers you wish to edit, then enter the new price. When entering a price, use a decimal (".") to separate dollars from cents. It is not necessary to enter a currency symbol, such as "\$", before the numbers.

The "Price" field may also be used for text, other than a number, to advertise a special deal or to describe a product offer, such as "3 For \$5" or "2 For 1".

Unit

A unit field is provided to associate a specific quantity or unit with a price, such as "each", "per dozen", "per pound", etc. To enter a unit, move your cursor to the "Unit" window, just under the price window, then click. Highlight any existing unit text you wish to modify, then enter the desired unit information. This information will be displayed in small text beneath the price when applied to the ad.

The "Unit" field may also be used to show other information related to a product or ad area such as "was \$2.99, "save 15%", "While supplies last", etc.

To edit other ad information, move your cursor to the desired tab, then click. To apply the price and unit to the ad and exit the "Edit Information" window, click "OK". Or, to return to the ad without making a change, click "Cancel".

Product Description

To edit a product description, move your cursor to the "Product Description" tab, then click. The "Product Description" tab will move to the front displaying the existing description in the window. To edit the product description, move your cursor to the window, highlight any existing information you wish to edit, then enter the new description.

Saving and using a Custom Description

To save the new description as your custom description, click on

the "Save Custom" button below the window. A custom description will become your new default description once it is saved and will be displayed each time that product is selected.

To use the default system description, click the "Use System" and the original product information will be displayed.

To edit other ad information, move your cursor to the desired tab, then click. To apply the product description to the ad and exit the "Edit Information" window, click "OK". Or, to return to the ad without making a change, click "Cancel".

Product Title

To edit a product title, move your cursor to the "Product Title" tab, then click. The "Product Title" tab will move to the front displaying the existing title in the product description window. To edit the product title, move your cursor to the window, highlight any existing information you wish to edit, then enter the new title.

Saving and using a Custom Title

To save the new title as your custom title, click on the "Save Custom" button below the window. A custom title will become your new default title once it is saved and will be displayed each time that product is selected. To use the default system title, click the "Use System" and the original product title will be displayed.

To edit other ad information, move your cursor to the desired tab, then click. To apply the product title to the ad and exit the "Edit Information" window, click "OK". Or, to return to the ad without making a change, click "Cancel".

Logo

To view the logo associated with a product, move your cursor to the "Logo" tab, then click. The "Logo" tab will move to the front displaying a thumbnail image of the logo and the name of the product brand.

Your program may contain products that could generally be advertised without a specific manufacturer's logo, such as ladders, tires, lumber, or produce. To prevent a logo from being displayed with a product, move your cursor to the option to "Hide Vendor's Logo In This Ad Space", then click "Yes". When the information is applied to the ad, the product logo will not be present.

To edit other ad information, move your cursor to the desired tab, then click. To apply the information to the ad and exit the "Edit Information" window, click "OK". Or, to return to the ad without making a change, click "Cancel".

Picture

To view the picture associated with a product, move your cursor to the "Picture" tab, then click. The "Picture" tab will move to the front displaying a thumbnail image of the picture along with product information such as SKU, UPC, Mfg. No. or other industry specific information.

To edit other ad information, move your cursor to the desired tab, then click "OK". Or, to return to the ad without making a change, click "Cancel".

Changing The Layout

To change a layout for any ad area, move your cursor to the "Change Layout" option, then click. A new window will appear displaying layout options available for the selected ad area. The layout(s) highlighted with a red border indicate those recommended by the system as the best choice for design and element positioning. To view all options prior to making a selection, move your cursor to the "View All Layouts" button, then click. All of the layout options for that ad area will be displayed for your selection. To select a layout, move your cursor to the desired layout, then click.

The product information tabs will then appear for modifying the product information if necessary. Begin by changing the price and unit for the product, then click on other tabs to further modify the information.

To apply the information to the ad area, click "OK". Or, to return to the ad without making a change, click "Cancel".

Changing A Product

To change a product from the one currently occupying an ad area to a new one, move your cursor to the "Change Product" option, then click. A new screen will display a search engine for all products available for your program. To search for a new product, use the search options provided on the screen. Options may include searching by Title, SKU, UPC, Manufacturer Code, Vendor, Brand, Category or other method specific to a client or industry.

To search for a product by SKU, UPC or other number-specific reference, move your cursor to and click within that window, then enter the reference number. Next, move your cursor to the "Continue" button near the bottom of the window, then click. A new window will appear displaying the product or item matching your search request. To accept the search result and place the product or item into the ad, move your cursor to the picture of the item, then click.

Or, if you would prefer to re-define your current search or begin a new one, move your cursor to the upper right position of the screen and click on "Return to Search Page". You can clear the search windows and begin again at any time by clicking the "Clear" button near the bottom of the screen.

To search for products by more general methods such as Title, Vendor, or Category, move your cursor to the desired search window, then click. A drop down menu will list all of the options relating to the search. Scroll up or down until you reach the specific option you wish to view, then click. Next, move your cursor to the "Continue" button near the bottom of the window, then click. A new window will appear displaying the products or items matching to your search criteria. If your search is too narrow, such as selecting unrelated multiple criteria, a message will alert you that no matching records were found. Please be sure to select only the criteria that will produce the desired results.

You may select the number of products you wish to view per page by moving your cursor to the upper left position of the screen under the menu bar and clicking on the corresponding number, under "Products per Page".

You may select other categories for which to sort the search results by moving your cursor to "Sort Results by" toward the top right portion of the screen and clicking on an available option.

To select a product from a general search, locate the product you wish to advertise from the search results. To do so, scroll up or down to view items on the page or navigate to other pages containing additional search results by moving your cursor to the top or bottom center portion of the screen. There you will find the number of items shown on the

current page, the total number search results, and navigation to other pages. Click on "Previous Page", a page number, or "Next Page" to view all of the results.

Once you have found the product or item you wish to advertise, move your cursor to the picture of the item, then click.

Product Family options

Many products have other items closely associated or related to them. These products are categorized as being part of a "product family". For example, a brand of batteries may offer "A", "AA", "AAA", "C" and "D" which may have several packaging configurations. eAdStudio makes it possible to line list products within the family rather than using other valuable ad space to advertise the others.

If a product or item is selected that is included in a product family, a screen will appear offering options for adding other products within the family. The default option is "I do not want to include any other products in this ad space." If this option remains checked, no other products will be listed..10

The second option, "I want to list one or more other products from this family in this ad space", allows you to choose other products to be listed in the ad. To make this selection, move your cursor to and click on that option, then click. Next, move your cursor to the "Continue" button, and click.

A new window will appear with directions for adding products and displaying all of the products available to list. Move your cursor to the window and click on the products you wish to add, then click "Continue".

The next window will allow you to enter prices for the additional products. To do so, move your cursor to the window next to the product description, highlight the existing "0.00" price, then enter the new price. When finished, click "Continue".

A new window will appear displaying layout options available for the selected ad area. The layout(s) highlighted with a red boarder indicate those recommended by the system as the best choice for design and element positioning. To view all options prior to making a selection, move your cursor to the "View All Layouts" button, then click. All of the layout options for that ad area will be displayed for your selection. To select a layout, move your cursor to the desired layout, then click.

Next, the product information tabs will appear for finalizing the product ad. Begin by entering the price and unit for the product, then click on other tabs to further customize the information.

To apply the information to the ad area, click "OK". Or, to return to the ad without making a change, click "Cancel".

Text Only Ads

You may wish to insert information into an ad area without a product reference or photo. Within the search screen, move your cursor to the "Continue without Product" button near the bottom, then click. A new screen will provide a preview of the custom text ad highlighted with a red border. Move your cursor to this area, then click.

A "Custom Text" tab will appear enabling you to enter text relating to the information you wish to advertise. To do so, move your cursor to the text window and click, then enter the information using you keyboard. Use the "Enter" key to move to the next line.

To apply custom text to the ad, click "OK". Or, to return to the ad without making a

change, click "Cancel".

Creating A Coupon

A coupon ad can be created for any product or custom text area. To create a coupon, move your cursor to the ad area or product for which you wish to create a coupon, then click. When the pop-up menu appears, move your cursor to the "Edit Information" option, then click..11

A new pop-up window will appear revealing tabs for editing the ad information. Near the bottom of each tab, underneath the "Advanced Settings" button, is an option to "Add A Coupon Border To This Ad Space?" To make this selection, move your cursor to the "Yes" option, then click.

To apply the coupon boarder to the ad, click "OK". Or, to return to the ad without making a change, click "Cancel".

Advanced Settings

eAdStudio provides the advanced, graphics oriented user with the ability to further customize an ad. The systems "Advanced Settings" allows for font changes, text color changes, resizing, repositioning and more.

To access "Advanced Settings", move your cursor to the ad area or product you wish to change, then click. When the pop-up menu appears, move your cursor to "Edit Information", then click. A pop-up menu will appear revealing tabs containing ad editing options. Near the middle of each tab is an "Advanced Settings" button. Move your cursor to this button, then click.

A new screen will appear with options to edit "Price", "Product Description", "Product Title", "Logo", and "Picture". To select any option, move your cursor to the tab near the top of the screen relating to the information you wish to edit, then click. For the purpose of this demonstration, we will edit the "Font Face" and "Font Color" of the product title and "Reposition" the picture.

To edit the "Product Title", move your cursor to that tab, then click. The "Product Title" tab will move to the front, revealing the "Advanced Settings" next to a preview of the ad itself. To edit the font, move your cursor to the "Font Face" window within the "Product Title Font Attributes" section of the tab, then click. A drop down menu will reveal all of the fonts faces available for the "Product title". To change the font, scroll up or down to select a new face, then click.

To change the font color, move your cursor to the "Font Color" window, then click. A drop down menu will reveal all of the font colors available for the "Product title". To change the font color, scroll up or down to select a new color, then click.

To apply the change to the preview, move your cursor to the "Apply" button at the bottom of the tab, then click. The preview will refresh to display the change. This process may be repeated until you are satisfied with the result. To restore the original default settings and undo your changes, move your cursor to the "Use Font Defaults" button, then click.

To reposition and the "Picture", move your cursor to that tab, then click. The "Picture" tab will move to the front, revealing the "Advanced Settings" next to a preview of the ad itself. To reposition the picture, move your cursor to the "Reposition" option within the "Picture Positioning" section of the tab. To move the picture to the right, click on the "Right" option. Move your cursor to the window at the right, highlight the "0", then type in the number of pixels you wish to move the picture, for example, "20"..12

Follow the same procedure for moving the picture up or down. To move the picture down, move your cursor to the "Down" option, then click. Move your cursor to the window at the right, highlight the "0", then type in the number of pixels you wish to move the picture, for example, "30".

To apply the change to the preview, move your cursor to the "Apply" button at the bottom of the tab, then click. The preview will refresh to display the change. This process may be repeated until you are satisfied with the result. To restore the original default settings and undo your changes, move your cursor to the "Use Font Defaults" button, then click.

To apply the changes to the ad, click "OK". Or, to return to the ad without making a change, click "Cancel".

Using "Advanced Settings" can significantly change the layout, look and content of an ad. Please take time to familiarize yourself and become comfortable with the "Advanced Settings" features before using them to design your ad.

For detailed information on each "Advanced Setting", click "Next". To move ahead to the next section, click "Skip".

Advanced Settings Detail

"Advanced settings" make it possible to modify certain aspects of an ad to provide emphasis or ad creativity. However, not all advanced settings may be available for every ad element. To access "Advanced Settings", click on the ad area you wish to modify. A pop-up menu will appear displaying options for that ad area. Move your cursor to the "Edit Information" option, then click. The product information tabs will appear. Move your cursor to the "Advanced Settings" button then click. The advanced settings screen will appear offering settings which may include:

Font Attributes

Navigate to any tab containing text to view and change the font attributes. Font attributes may include font face, font color, drop shadow, font size, face attributes, and text alignment.

Font Face

To change a font face, move your cursor to the "Font Face" window, then click. A drop down menu will display all of the font face options available. Scroll up or down to select a new font face, then click.

Font Color

To change a font color, move your cursor to the "Font Color" window, then click. A drop down menu will display all of the font color options available. Scroll up or down to select a new font color, then click.

Drop Shadow

A drop shadow can make a font stand out or add a certain creative dimension. To add a drop shadow, move your cursor to the "Drop Shadow" window, then click. A drop down menu will display all of the drop shadow options available. Scroll up or down to select a drop shadow, then click..13

Font Size

To change a font size, move your cursor to the "Font Size" window, then click. A drop down menu will display all of the font size options available to enlarge or reduce a font. Scroll up or down to select a new font size, then click. Some font sizes will not fit in all ad areas. If the selected size does not fit, a "Not enough room" message will be displayed in the ad when applied. If this occurs, change the font size to smaller option, then apply the change.

Attributes

Font attributes may include **Bold**, *Italic* or underline. To select a font attribute, move your cursor to the "B", "I" or "U" box under "Attributes", then click on the desired option.

Align Text

eAdStudio's advanced text alignment attributes provide options for top, middle, bottom and left, center, right text justification. To choose the text alignment of an ad area, move your cursor to the desired text alignment option under "Align Text", then click.

Use Font Defaults

To reset the advanced font attributes to the original system default settings, click the "Use Font Defaults" button. This will replace any change you may have made with the system default.

Positioning

Advanced Settings allow you to position and size ad elements to change the ad composition. Each information tab contains options for positioning ad elements.

Reposition

To reposition an ad element, locate the "Reposition" area in the "Advanced Settings" tab. To reposition the element to the left or right, move your cursor to desired option, then click. Then, move your cursor to the window next to your selection, and click. Highlight any existing information you wish to edit, then enter the value in number of pixels for the distance you wish to move that element. Follow the same procedure to move the ad element up or down.

Resize

To resize an ad elements width and height, locate the "Resize" area in the "Advanced Settings" tab. To resize width or height, move your cursor to corresponding window, then click. Highlight any existing information you wish to edit, then enter the value in number of pixels to expand or reduce the width or height of the ad element.

To constrain the proportions and expand or reduce the element by the same proportioned value, click the box marked "Constrain Proportions"..14

Use Layout Defaults

To reset the advanced layout attributes to the original system default settings, click the "Use Layout Defaults" button. This will replace any change you may have made with the system default.

To apply the change to the preview, move your cursor to the "Apply" button at the bottom of the tab, then click. The preview will refresh to display the change. This process may be repeated until you are satisfied with the result. To restore the original default settings and undo your changes, move your cursor to the "Use Font Defaults" button, then click.

To apply the changes to the ad, click "OK". Or, to return to the ad without making a change, click "Cancel".

Using these settings can significantly change the layout, look and content of an ad. Please take time to familiarize yourself and become comfortable with the "Advanced Settings" features before using them to design your ad.

Page Navigation

An ad may contain several pages to view, develop or customize. Upon selecting an ad from the "Menu" option, the first page of the ad will appear. From there, you may navigate to any page of the ad by moving your cursor to the "Page" icon located on the menu bar near the top of the screen. A drop down menu will appear displaying the type of ad you are developing along with page numbers below. The page you are currently viewing will be highlighted by bold text and a checkmark. To navigate to another page, move your cursor to the desired page number, then click.

The new page will appear on the screen for you to develop and customize. Continue this process until all pages of an ad have been viewed, completed and proofed.

Home

Selecting the "Home" option will take you to the eAdStudio homepage or welcome screen

that is always displayed upon logging in to the system. This screen may contain important program information, bulletin board messages, supplier links and other information that may be valuable to view from time to time. To go to the homepage, move your cursor to the drop down menu, scroll to the "Home" option, then click.

Changing Backgrounds

eAdStudio provides a library for storing various page backgrounds or layouts. These backgrounds may be viewed, selected and changed to make each ad unique and targeted. To change a background, move your cursor to the "Change Backgrounds" option within the drop down menu, then click.

A new screen will appear revealing background options for each page of the ad you are developing. To select a background, move your cursor to the desired option, then click. Repeat this procedure for all pages you wish to change. Upon selecting all background.15 changes, scroll to the bottom of the screen and click on the "Save Settings" button. The new backgrounds will replace the previous ones when the screen reappears.

A new background may contain more or less ad areas than the replaced background. Any ad information matching the replaced background will automatically be imported into the new background. Blank ad areas will be designated by colored boxes. For more information on developing blank ad areas, follow the procedures outlined in the "Developing Flyers, Newspaper Ads or Other Ads" section.

Viewing An Ad

eAdStudio provides several modes in which to create and view an ad. To select a mode, move your cursor to the "View" icon located on the menu bar toward the top of the screen, then click. A drop down menu will appear revealing options for the following:

Normal Mode

"Normal" mode is the system default setting showing one page of an ad at 100% magnification per screen. This mode is designed for users with modern computer and modern hardware and a reliable Internet connection. Normal mode offers viewing options with pop-up or drop down navigation, minimal screen refreshes, and graphic-rich development features.

To select "Normal" mode, scroll to "Normal" option in the drop down window, then click.

Express Mode

Express Mode provides a method for users with slower computer hardware or Internet connections to enjoy greater efficiencies of designing and producing ads with eAdStudio. Express Mode employs a spreadsheet format, with convenient information windows, check boxes and selection buttons, allowing you to make all of your changes for an ad page on one screen.

To select Express Mode, scroll to the "Express" option in the drop down window, then click. A new window will appear displaying a schematic of the ad with numbers corresponding to information below.

To insert an ad date or the change the format of an existing date, scroll down to the date option, highlighted in light blue, then move your cursor to "New Format" button, then click. The "Date Information" tab will appear for customizing the ad date information. To change and place the ad date into the ad, follow the procedures outlined in the "Customizing the Ad Sale Date".

To change an existing ad date, move your cursor to the "Date" window, then click. A drop down menu will reveal all of the options for changing the date. To make a change, scroll up or down to the desired value, then click.

To insert or modify a custom text area within an ad, move your cursor to the window next to a "Custom Text" option, highlighted in green, then click. Highlight any existing information you wish to edit, then enter the new information..16

To select or modify a theme area, move your cursor to the "Themed Area" window, highlighted in red, then click. A drop down menu will display all of the theme options available. To select a theme, scroll up or down to the desired theme, then click. To view the theme images, move your cursor to the "Select New" button, then click. A new screen will display all of the available themes. To select and place a theme into the ad, follow the procedure previously outlined in "Selecting a Theme".

To insert a product or other information into a "Regular Ad" area, highlighted in dark blue, locate the desired ad corresponding to the number on the ad schematic. Move your cursor to the ad area, then click on the "Select New" button. A new screen will present the database search engine. Follow the procedures outlined in the "Changing a Product" section.

To insert a specific product into the ad, you may type a number identifier, such as a SKU, UPC or other information associated with a desired product into the ad area window provided. To do so, move your cursor to the window, then click. Enter the number corresponding to the specific product or item you wish to insert, then click off the box. Be sure to only enter the type of information or number requested. The description of that item will appear in the window to the left.

To complete the process, enter a price into the window next to the currency symbol using numbers separated by a decimal. You may also enter a unit in the window provided.

To make the Regular Ad a Coupon Ad, move your cursor to the "Coupon" option next to the corresponding ad, then click in the box. This selection will add a coupon boarder to the item when applied to the ad.

You may also delete ad information and start over by moving your cursor to the "Delete" option corresponding to that ad area number, then clicking in the box.

To apply your changes to the ad, move your cursor to the "Apply Changes" button near the bottom of the screen, then click.

Continue this process for each page of an ad by moving your cursor to the "Page" icon located on the menu bar near the top of the screen, then selecting another page. When you have completed the development process, you may "Publish" your ad. To do so, follow the procedures outlined in the "Publishing An Ad" section.

Magnification

eAdStudio allows you to set the screen magnification to your own preference. You may enlarge or reduce the screen view by moving your cursor to the "Magnification" option next to the arrow. A drop down menu will appear displaying the default "100%" magnification setting, which is automatically reset each time you log in, and offering several magnification options. Move your cursor to the desired magnification setting, then click. The screen will refresh displaying the larger or smaller image. This setting will remain throughout your session until changed or until you log off from eAdStudio..17

Publishing An Ad

"Publishing" refers to the process of accepting a final ad and converting the image on your screen to a hi-resolution, print-ready file.

Publishing a Circular

When satisfied with the layout, design and information for the circular you are producing, you may "Publish" the circular at anytime prior to the deadline (Refer to "Ad Deadlines" for

further information). To do so, move your cursor to the "Publish" button located near the top, right side of the screen, just above the menu bar, then click.

If any ad area contains prices which have been left as zero or unspecified, a warning will appear as a safeguard identifying the page number containing the price discrepancy. If this warning appears, follow the instructions to make any corrections before continuing the publishing process.

If everything is complete, a message will appear stating that "You have started the publishing process!" and reminding you that thorough proofing of the ad is necessary before proceeding. If you have not proofread the entire ad, click "Cancel" and do so. If you have carefully proofed the entire ad, click "Continue" to continue.

A screen will appear confirming the print specifications for the circular you are publishing. This information identifies the number of base ad pages plus inserts, drop ship locations, and quantities. If you do not agree with the print specifications shown on the screen or wish to make a change, click "Change". This will end the publishing process and will immediately send an email to your program administrator who will contact you and make the necessary changes. To approve the print specifications as shown and continue the publishing process, click "Approve".

The final easy step in publishing a circular is to read and approve the disclaimer. A window will appear containing the information necessary to process the circular. After you have read the information, click "I Agree" to accept. A message will appear confirming the successful publishing of your circular.

That's all there is to it. We take care of the rest, making sure your ad is professionally printed and distributed with care and on time to the destination according to your specifications.

Publishing Flyers, Newspaper Ads, Other

When satisfied with the layout, design and information for the ad you are producing, you may "Publish" the ad at anytime prior to the event deadline. To do so, move your cursor to the "Publish" button located near the top, right side of the screen on the right side just above the menu bar, then click.

If any ad area contains prices which have been left as zero or unspecified, a warning will appear as a safeguard identifying the page number containing the price discrepancy. If this warning appears, follow the instructions to make any corrections before continuing the publishing process.

If everything is complete, a message will appear stating that "You have started the publishing process!" and reminding you that thorough proofing of the ad is necessary before proceeding. If you have not proofread the entire ad, click "Cancel" and do so. If you have carefully proofed the entire ad and approve it for production, click "Continue" to continue.

A window will appear containing the information necessary to process the circular. After you have read the information, click "I Agree" to accept. Upon acceptance, a new screen will provide a window in which you can enter an email address to which the ad will be sent. To enter an email address, move your cursor to the window, click within the window, then type the address. To send the file, click "Approve".

A message will appear confirming the successful publishing of your ad. Within minutes, the ad you created on your screen is transformed into a hi-resolution print-ready pdf file and delivered to the email address you entered.

The file containing the ad page(s) will be delivered as a compressed or zipped file which

may be opened with WinZip. eAdStudio ad files may be opened with common software programs like Adobe® Acrobat® or Photoshop® and printed to your desktop or network printer.

User Preferences

eAdStudio provides system preference settings for each individual user. This allows you to define ad attributes such as fonts, colors and other effects to further make each ad uniquely your own. Any user preference changed and saved will become the new default setting for your program. This means that your user preferences will take precedence over the system preferences and will govern each ad you create or customize.

To view system default preferences and set your preferences, move your cursor to the "Preferences" icon located on the menu bar near the top of the screen, then click. A new window will appear displaying your user information, a list of system preferences, and all of the changeable user preferences.

To modify "User Information", move your cursor to the information you wish to change, then click. Highlight the information you wish to change, then type in the new information. To move to the next information window, press the "Tab" key or move your cursor, then click.

To view the system default font attributes, scroll down to view the list. To set new default preferences, move your cursor to the preference you wish to modify within the "User Preferences" section, then click on the window. A drop down menu will reveal the options from which you may select. Scroll up or down to locate the desired option, then click. Continue this process until all of the user preferences you wish to modify have been changed..19

To apply these changes and make them your new default preferences, click on "Save". To restore system defaults back to the original settings and overwrite your changes, click "Reset". Or, to return to the ad without making a change, click "Cancel".

eAdStudio Information Tools

eAdStudio makes it possible to customize a program with add-on software modules. AdTracker®, DataManager®, product ordering, and other tracking, reporting and management tools may be available with your program. To find out which tools are available for your use, contact your corporate advertising program administrator or an eAdStudio representative for details.

AdTracker®

AdTracker is eAdStudio's advertising information tracking system. AdTracker provides everything you need to electronically view and print co-op reimbursement requests, event merchandising reports, archives of completed ads, download ads to your hard drive, and track the effectiveness of your advertisements.

Reports

To access AdTracker reports, move your cursor to the "AdTracker" icon on the menu bar near the top of the screen. A drop down menu will appear offering several AdTracker options. Move your cursor to the "Reports" option, then click. A pop-up window will appear from which to select report information.

Event Merchandising Summary

AdTracker's Event Merchandising Summary report provides a page-by-page spreadsheet summary of each completed ad. This summary offers a detailed textual description of each page design including headlines, themes, products, prices, etc.

To access an Event Merchandising Summary report, move your cursor to the "Please Select A Report" window and click. Then scroll to the "Event

Merchandising Summary" option and click.

Next, select an ad event for which you would like to generate a summary report. The middle "Event(s)" window displays each ad you have completed and published, categorized by ad type. Move your cursor to the "Event(s)" window, scroll up or down to find the desired event, then click on that event. If multiple events are desired, hold down the "Shift" or "Ctrl" key on your keyboard while selecting the events.

AdTracker will automatically default to the "All Manufacturers" option. If wanting to generate a report for only a specific manufacturer(s), move your cursor to the "Manufacturer(s)" window, scroll to the name(s) of the specific manufacturer or vendor, then click. If multiple manufacturers are desired, hold down the "Shift" or "Ctrl" key on your keyboard while selecting the manufacturer..20

When you have defined your selections, click on the "Retrieve Report" option at the bottom of the screen. The Event Merchandising Summary report will appear in the window. You can scroll up or down to view the report or print the report to your desktop or network printer. To print the report, move your cursor to the print option on the menu bar and click. Make sure that the page layout is set to "portrait" and follow the usual steps to print any document.

The Event Merchandising Summary report will be stored in AdTracker for a prescribed period of time, usually 12 to 18 months. For further information, contact your corporate program administrator or your eAdStudio representative.

Co-op Reimbursement Request Report

AdTracker's Co-op Reimbursement Request report allows you to view and print electronic co-op reports to submit for vendor reimbursement. By entering event expenses for any published ad, AdTracker automatically calculates each ad space, then allocates an accurate percentage of the total expenditure for each product and manufacturer. AdTracker is the fastest and most accurate way to submit co-op requests, increasing efficiency and cash flow by making it possible to actually receive your reimbursement before paying for your advertising.

To access Co-op Reimbursement Request, move your cursor to the "Please Select A Report" window and click. Then scroll to the "Co-op Reimbursement" option and click.

Move your cursor to the "Enter Event Expenses" button at the top of the screen and click. An "Event Expense" window will appear which allows you to enter all of the costs associated with a published ad. Ads are categorized and listed by ad date and type of ad. To enter an event expense, scroll up or down to the desired ad, then move your cursor to the cost window on the right and click. Next, type the total cost associated with the ad. Make sure to include all development, production, printing, shipping and distribution costs. When you have finished inputting the ad expense, click "Continue" at the bottom of the window.

A pop-up window will appear to confirm that the expenses were saved successfully. Click "OK" to continue, then move your cursor to the

"Reports" button at the top of the screen and click.

Next, select an ad event for which you would like the Co-op Reimbursement Request. The middle "Event(s)" window displays each ad you have completed and published by ad type. Move your cursor to the "Event(s)" window, scroll up or down to find the desired event, then click select. If multiple events are desired, hold down the "Shift" or "Ctrl" key on your keyboard while selecting the events..21

AdTracker will automatically default to the "All Manufacturers" option. If wanting to generate a report for only a specific manufacturer(s), move your cursor to the "Manufacturer(s)" window, scroll to the name(s) of the specific manufacturer or vendor, then click. If multiple manufacturers are desired, hold down the "Shift" or "Ctrl" key on your keyboard while selecting the manufacturer.

When you have defined your selections, click on the "Retrieve Report" option at the bottom of the screen. The Co-op Reimbursement Request report will appear in the window. An individual reimbursement request is generated for each vendor and is itemized with each product advertised. Scroll up or down to view the report or print the report to your desktop or network printer. To print the report, move your cursor to the print option on the menu bar and click. Make sure that the page layout is set to "landscape" and follow the usual steps to print any document.

The Co-op Reimbursement Request report will be stored in AdTracker for a prescribed period of time, usually 12 to 18 months. For further information, contact your corporate program administrator or your eAdStudio representative.

Co-op Summary Report

AdTracker's Co-op Summary report includes all of the Co-op Reimbursement report information but is summarized for tracking and management purposes.

To access Co-op Summary report, move your cursor to the "Please Select A Report" window and click. Then scroll to the "Co-op Summary" option and click. Follow the same procedures outlined previously in the Co-op Reimbursement Request section.

To print the report, move your cursor to the print option on the menu bar and click. Make sure that the page layout is set to "portrait" and follow the usual steps to print any document.

The Co-op Summary report will be stored in AdTracker for a prescribed period of time, usually 12 to 18 months. For further information, contact your corporate program administrator or your eAdStudio representative.

Other Reports

eAdStudio can also develop industry-specific custom tracking reports for each client. Reports may include co-op budget tracking, sales vs. advertising expenditure tracking, inventory reports, warehouse reports, and others. Contact an eAdStudio representative for further information..22

Archives

eAdStudio automatically saves an electronic archive of each published ad. This allows you to view historical ads and information for comparison, tracking and

future development.

To access AdTracker archives, move your cursor to the AdTracker icon on the eAdStudio navigation bar near the top of the screen. A drop down menu will appear revealing the "Archives" option next to an arrow. By moving your cursor to "Archives", the arrow will reveal another drop down menu from which you may select ad categories or reports.

To view an archive of a circular, move your cursor to the "Circular" option, then click. The screen will reveal all of the circulars you have produced listed by type and date. Move your cursor to the date of the circular archive you wish to view, then click.

The screen will display the first page of the archived circular. You may view each page by moving your cursor to the "Page" icon located on the menu bar near the top of the screen. A drop down menu will appear displaying viewable pages. To navigate to another page, move your cursor to the desired page number, then click.

Archives will be stored in AdTracker for a prescribed period of time, usually 12 to 18 months. For further information, contact your corporate program administrator or your eAdStudio representative.

Downloads

eAdStudio allows you to direct and deliver your published newspaper ads, flyers and other similar ads via email. Occasionally, due to email provider constraints, the size of a file to be transferred may be larger than allowed. If an emailed ad is not delivered within approximately 15 minutes from the time it was sent, you may choose to download the ad from AdTracker.

To download an ad, move your cursor to the "AdTracker" icon on the top menu bar. A drop down menu will appear revealing the AdTracker options. Move your cursor to "Downloads", then click. A window will appear displaying all of the ads available for downloading.

To download an ad, move your cursor to the desired ad, then click. Follow the instructions on the screen to complete the download.

Downloads will be stored in AdTracker for a prescribed amount of time, usually 1 month. For further information, contact your corporate program administrator or your eAdStudio representative..23

DataManagerä

DataManager, eAdStudio's database management tool, allows you to manage a database, such as a customer list, directly within eAdStudio! With DataManager, you can enter, update or delete customer records, enter customer demographic information, track buying habits, or maintain other client-specific information. DataManager allows you to target a specific audience by searching or sorting your database by fields such as name, zip code, area code or other categories. This information can be attached electronically as a mailing list to ads produced through eAdStudio for direct mail. Or, you can download the file to create reports or to print preformatted mailing labels directly on your desktop or network printer.

To access DataManager, move your cursor to the DataManager icon located on the menu bar near the top of the screen, then click. Upon accessing DataManager, the "Custom Database Search" screen will appear from which you can access all of the DataManager features.

Uploading a Database

DataManager allows existing electronic customer list or databases to be uploaded into the system. Nearly any electronic database of any size can be uploaded into DataManager. To upload a database, you will need to provide the electronic file by email or on disk to your program administrator. Upon receiving the file, the database will be uploaded for immediate use. For further information, contact your corporate program administrator or your eAdStudio representative.

Adding Database Entries

To add an entry into DataManager, move your cursor to the "Add New" button near the bottom of the screen, then click. The "Add Customer Information" screen will appear offering fields to enter the necessary information. Begin by entering the information in the first field, then press the "Tab" key or move your cursor and click on the next field to continue. Many programs require certain fields to be completed before an entry can be added. Complete all of the information for each field available. To clear the fields and begin again, click on the "Reset" button. To complete your entry, move your cursor to the "Add" button near the bottom of the screen, and click. The screen will move back to the "Custom Database Search" screen, indicating that your entry has been saved successfully, and allowing you to continue your DataManager session.

To add another entry, click "Add New" and repeat the process.

Searching Your Database

DataManager provides custom searching capabilities for each client. Your DataManager program will allow you to search your database by name, zip code, area code, and other demographic or client-specific fields..24

To search your database, you will need to narrow the search results by selecting only the data you wish to view. To do so, move your cursor to a field, then enter or select the information you wish to view. To further narrow the search, enter or select information in more than one field. To clear the fields and begin a new search, move your cursor to the "Reset" button, then click.

When you have completed entering your search criteria, move your cursor to the "Search" button located near the bottom right position of the screen, then click.

The search results screen will appear displaying all of the matching entries. Information identifying the number of matches, pages and current viewing information will appear near the top of the results.

To view the records, scroll up or down the screen to locate each entry. To navigate to another page, move your cursor to the page window located just above the search results on the left side of the screen, then click. A drop down menu will display all of the pages containing your search results. Scroll up or down to the page you wish to select, then click. The screen will refresh to the selected page. Or, to view page by page, move your cursor to the "Next" or "Previous" button just above the search results on the right side of the screen, then click. The screen will refresh to the next page of search results. To move to the first page of results, click on the "First" button. To move to the last page, click on the "Last" button.

Use these navigation features to identify your search results, then follow the directions to edit, export, merge or perform other functions through DataManager.

Editing Database Entries

To edit a database entry, locate the entry you wish to edit through the custom

database search by following the steps outlined in "Searching Your Database". Upon finding your selection, move your cursor to the "View" button next to the entry, then click.

The "View Customer Information" screen will appear displaying the detailed information for that entry. To edit the information, move your cursor to the "Edit" button near the top of the screen, then click. The "Edit Customer Information" screen will appear allowing the entry to be edited. Move your cursor to the field you wish to edit, highlight the information you wish to replace, then enter the new information. Repeat this process for each field you wish to edit. To revert back to the original information, click on the "Reset" button. To eliminate the entry from the database, click on the "Delete" button.

To apply your change and update the database, click on the "Update" button. The screen will move back to the search results screen, indicating that your entry has been saved successfully, and allowing you to continue your DataManager session..25

Downloading Data

DataManager allows you to download a file to your hard drive, or other storage device, to create labels, a spreadsheet, or to electronically archive your database. To download a database, complete the search process, then click on the "Export" button near the top left section of the window.

A new window will appear offering several exporting options. To download the database, move your cursor to the window under the "Attach list to the following unpublished ads" heading, then click on the "none" option. Then, move your cursor to the "Export" button and click.

A download pop-up window will appear, confirming the beginning of the download process, and providing further information. Move your cursor to the "Save this file to disk" option, then click. The circle will darken to confirm your selection. Next, move your cursor to the "OK" button, then click.

A new pop-up window will appear in which you may name and select a destination to which the file will be saved. If you wish to rename the file, move your cursor to the "File name" window, highlight the information you wish to edit, then enter a new file name. To select a destination, move your cursor to the "Save in" window, then click. Scroll up or down to make a selection, then left click. Folder options will appear in the large window under the "Save in" window from which you may choose to file the download. To make a selection, move your cursor to the desired folder, then double click. Move your cursor to the "Save button, then click to finalize the download.

Within seconds, the database file will be downloaded to the selected destination. You may then choose to create labels, spreadsheets, or other resources from this file. To do so, review the following instructions:

Creating Labels Using Microsoft Word

- Open Microsoft Word by double-clicking on the Word icon or by selecting Word from your computers program menu.
- In Microsoft Word, click on the "Tools" menu option (or "Alt +t" on your keyboard)* at the top of the screen, then single click on the "Mail Merge..." option.
- Upon selecting "Mail Merge..." the pop-up window, "Mail Merger Helper" will appear. Next to Step #1, under "Main Document", single click on

"Create", then single click on "Mailing Labels...".

- Single click "Active Window" in the "Microsoft Word" window.
- Next to Step # 2 under "Data Source", single click on "Get Data", then single click on "Open Data Source...".
- In the "Open Data Source" window, select "Text Files (*.txt)" in the "Files of type:" window by using the drop down arrow, then navigate to the downloaded mailing list text file.
- Single click on the downloaded text file, then click on the "Open" button..26
- Click on "Set Up Main Document" in the "Microsoft Word" window.
- In the "Label Options" window, select the appropriate printer information and paper tray from which you will print. Then, select the type of label product you will be using to print. Next, select the product number associated with the type of labels you will be using to print. Single click on the "OK" button.
- In the "Create Labels" window, single click on "Insert Merge Field". Then select each piece of information, one at a time, in the order in which you wish it to appear on the label. To do so, select a field, one after the other, using the "Return" or "Enter" key on your computer keyboard, to position the fields in the proper order and insert a space using the "Space Bar" between each field. If selecting a city and state, make sure to insert a comma and space after city and before state.

Here is an example:

```
<< first name >> << last name >>
<< address 1 >>
<< city >>, << state >> << zip >>
```

- Single click the "OK" button when finished.
- Next to step 3 in the "Mail Merge Helper" window, single click on the "Merge" button.
- In the "Merge" window, click on the "Merge" button to finish creating your labels.

Saving Mailing Labels In Microsoft Word

- Click on the "File" menu option at the top of the screen, then single click on the "Save As" option.
- In the "Save As" window, select the folder in which you wish to save your label document, then assign a file name to your label document in the "File Name" window. Click on the "Save" button.

Printing Mailing Labels In Microsoft Word

- From the opened mailing labels document, click on the "File" menu option at the top of the screen. Then click on the "Print" option (or "Ctrl + P")*.
- Make the appropriate selections for Printer, Page Range, Copies or other information, then click "OK".

Creating a Spreadsheet In Microsoft Excel

- Open Microsoft Excel by double -clicking on the Excel icon or by selecting Excel from your computers program menu..27
- Click on the "File" menu option at the top of the screen, then click on the "Open" menu option.
- In the "Open" window, change "Files of type:" to "Text Files(*.pm; *.txt;

".csv)" by using the drop down arrow, then navigate to the folder where you previously saved the downloaded file.

- Click on the downloaded text file then select the "Open" Button.
- In the "Text Import Wizard - Step 1 of 3" window under "Choose the file type that best describes your data:", make sure that "Delimited" is selected then click on the "Next" button.
- In the "Text Import Wizard - Step 2 of 3" window, select "Comma" as the Delimiter. Make sure that all other options are unselected, then click on the "Finish" button.
- Click on the "File" menu option at the top of the screen, then click on the "Save As" option.
- In the "Save As" window, change "Save As type:" to "Microsoft Excel Workbook (*.xls)" by using the drop down arrow, then rename the file to a user-friendly name by typing in the "File name:" window. Be sure to direct the file to be saved to the right location in the "Save in:" window, then click "Save".

Closing the File And Exiting the Program

- Make sure to save any changes made to the file by clicking on the "File" menu option at the top of the screen, then clicking on the "Save" option (or "Ctrl + s")*.
- To close the file, click on the lower "X" box at the top right-hand corner of the screen, or click on the "File" menu option at the top of the screen, then click on the "Close" option (or "Ctrl + c")*.
- To exit the program, click on the "X" box at the top right-hand corner of the screen, or click on the "File" menu option the top of the screen, then click on the "Exit" option (or "Ctrl + x")*.

* This is example of many "shortcuts"(time saving key-strokes) that are possible by using the "Ctl" or "Alt" keys on your keyboard in conjunction with a letter key. See the software program Users Guide for more details.

Merging Data

DataManager allows you to electronically merge your targeted database with an ad you have created for direct mail or other purposes. This function lets you search and send the database as a mailing list with your ad. The recipient of the files, such as a commercial printer, can print the ad and inkjet or label the ad with the addresses from your database. This process eliminates the time and expense of working with a direct mail company or other third party to define, compile and purchase a mailing list.

To export your database and merge it with an ad, complete the search process, then click on the "Export" button near the top left section of the window. A new window will appear offering several exporting options. To merge the database, move your cursor to the window under the "Attach list to the following unpublished ads" heading, then scroll up or down to ad to which you wish to attach the database file. Click on the file to make the selection, then move your cursor to the "Export" button and click.

A pop-up window will appear confirming the transaction and providing further direction for exporting data with an ad. To continue working in DataManager, move your cursor to the "Return to Search" option near the top of the screen, then

click. The search screen will reappear allowing you to search, edit entries or perform other DataManager functions.

Print Screen

It may be useful to print an ad page, report or other screen for various uses. To print a screen, move your cursor to the "Print" icon located on the menu bar near the top of the screen. A pop-up window will display your computer's print dialog screen. Follow the steps normally used to print from your computer.

Note: Printing an ad or other graphics from the Internet will not provide a hi-resolution image. Any ad printed from the Internet without first being processed through eAdStudio will be a low-resolution, 72 dpi image. These print outs should be used for position only and do not represent the quality of an eAdStudio printed product.

Custom Image Database

Your eAdStudio program contains a complete database of products or items specific to your business or industry from which you may select to create ads for your specific target market. Realizing that many business sell products not offered through only one company or program and in an effort to provide unique flexibility and creativity, eAdStudio offers you the ability to add your own product images and information into a private database accessible only to you. Once the products are in your private database, you can use them to create ads over and over again. For more information regarding custom image databases, contact your advertising program administrator or an eAdStudio representative.

Custom Ad Templates

eAdStudio contains a library of advertising templates from which you may select to create ads customized with products and information for your specific target market. Realizing the individuality of each user and in an effort to provide unique flexibility and creativity, eAdStudio offers you the ability to add your own graphics and background templates into your private library. Once the template is in your library, you can use it to create ads over and over again. For more information regarding custom ad templates, contact your advertising program administrator or an eAdStudio representative.

Foreign Languages

eAdStudio can accommodate foreign languages and translations for any client or user. Since eAdStudio is delivered online, separate foreign language fonts can be provided to specific users, making this program a true global advertising solution. For more information on foreign language capabilities, contact an eAdStudio representative.

Pricing

eAdStudio is a performance-based program that is customized for each client, company, or industry. For more information relating to pricing for your program, contact your advertising program administrator or an eAdStudio representative.

Logging Off

eAdStudio automatically saves each change you make to an ad. Since all of the information is stored on eComSystems' servers and accessed online, the steps to save a file before exiting the program have been eliminated. If your computer crashes or the power is disrupted during your eAdStudio session, you will be able to resume where you left off without losing any of your work. To log off the eAdStudio system, move your cursor to the "Log Off" icon located on the right side of the menu bar located near the top of the screen, then click. The eAdStudio login screen will appear, allowing you to enter your user information to re-access the system; to navigate to other websites, or to exit your Internet browser..30

System Requirements

eAdStudio can be accessed and utilized 24-hour-a-day, 7-days-a-week from any Internet-ready computer. Minimum system requirements include a 133 mHz processor with 16 megabytes of RAM, a 28.8K modem with a dial-up Internet connection, and either Microsoft Internet Explorer 5.5 or Netscape 6.1 Internet browsers. Greater hardware and software capacities such as processor speed, RAM, modem speed, Internet connection or updated Internet browsers will yield faster, more efficient system operating results.

Claims

1. A computer database system having stored therein advertising information, wherein said advertising information comprises: demographic data of one or more advertisers, demographic data of one or more customers, one or more entries of advertisements, wherein each of said entries comprises names and characteristics of one or more advertised products.
2. The computer database system of claim 1, wherein each of said entries of advertisements further comprises graphics of said one or more advertised products.
3. The computer database system of claim 2, wherein said graphics are transparent.
4. The computer database system of claim 1, wherein said advertising information further comprises expense information for producing each of said entries of advertisements.
5. The computer database system of claim 1, further comprising a user interface capable of displaying said advertising information.
6. The computer database system of claim 5, wherein said user interface is capable of displaying one or more reports which comprise expense information for producing each of said entries of advertisements, said reports enabling a user to track expenses for producing one or more said entries of advertisements.
7. A method for producing one or more advertisements, comprising retrieving the advertising information from the computer database system of claim 1 and producing one or more advertisements using said advertising information.
8. The method of claim 7, further comprising tracking expenses for producing said one or more advertisements.